

### **REMARKS/ARGUMENTS**

Applicant responds herein to the Final Office Action dated May 11, 2009.

Claims 13, 15-16, 18-22, 24-26, 28, 30 and 31 were rejected in the Office Action under 35 U.S.C. 103(a) as being unpatentable over Mori (7,165,265), in view of Watson (2004/0133923) and further in view of Kim et al (2002/0133830). Claims 14, 17, 23, 27 and 29 are stated to be obvious over Mori, in view of Watson, in view of Kim and further in view of the “Admitted Prior Art.” Reconsideration is requested in view of the following remarks.

As explained in detail in the Applicant’s response to the prior Office Action, the instant application takes note of the concept of content “sequencing” that is associated with broadcast transmitters. As shown in Fig. 2, at the receiving terminal, the sequence information is transmitted and pre-stored at the receiving terminal, in advance. A viewer can then program the particular receiving terminal to set as the mode of operation (of the particular receiving terminal) one of those sequence data. This causes a faster ability to provide to a particular terminal the “reproduction programs” that it needs for the selected “program content” and creates a much more comfortable and enjoyable viewing experience. Thus, as described in paragraphs [0026]-[0030] of the specification and as recited in amended independent claims 13, 20, 26, 28 and 30, “during the pre-reading processing a sequence data corresponding to a particular candidate program is stored in the receiving terminal without storing the particular candidate program in its entirety.”

None of the cited prior art references disclose or even suggest this limitation of Claims 13, 20, 26, 28 and 30.

Specifically, Mori discloses a receiving terminal, which obtains and stores “high-use-possibility programs beforehand”, as very precisely defined in the title of this patent. As set forth variously at columns 2 and 3 of the Mori reference, a reproduction program determining means determines which reproduction programs are to be cached. The criteria attempts to create “predicted reproduction program over a given time period”. The Mori system looks for reproduction programs “with a high possibility of being used in the future”. This concept does not depend on selection criteria provided from the specific receiving terminal. More importantly,

this concept involves storing the selected "high-use-possibility programs" in their entirety. Thus, Mori teaches away from the recitations of the amended independent claims.

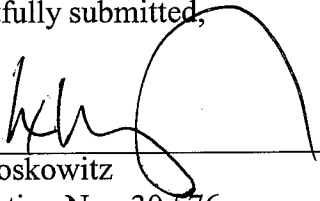
Neither the Watson reference nor the Kim reference remedy the above deficiency of the Mori reference. Specifically, Watson teaches that a movie may arrive and be stored in the set-top box (again, in its entirety), and Kim teaches predicting videos that a user will request and pre-storing them (also, in their entirety) at the user's central office storage. The present claims do not concern themselves with the actual storage of the "program content", since it is inherent in a receiving terminal, that eventually "program content" needs to be received and stored in the receiving terminal, to enable the display thereof with the assistance of the relevant "reproduction program". Rather, the present claims are concerned with the pre-reading processing, i.e., the process performed prior to the storage of the actual program content.

Based on the foregoing, it is respectfully submitted that each of the aforementioned independent claims clearly distinguishes over the references of record. Their dependent claims impose further limitations thereon which distances them even further apart from the prior art of record. Therefore, all of the claims in the present application are submitted to be patentable over the cited art.

Accordingly, the Examiner is respectfully requested to reconsider the application, allow the claims and pass this case to issue.

THIS CORRESPONDENCE IS BEING  
SUBMITTED ELECTRONICALLY  
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Respectfully submitted,

  
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